

IN THE CLAIMS

Claims 1-26 (Canceled).

27 (Currently Amended). A system comprising:

~~a receiver to receive content with an information segment and an advertisement a plurality of advertisements;~~

~~a cache, coupled to said receiver, to store said content with said information segment and advertisement; and~~

~~an interface, in said receiver, to utilize said information segment to identify a content location and an advertisement, out of said plurality of advertisements, to insert in said location, said interface to utilize said information segment to identify said location while said content is still stored in said cache.~~

~~a shell, in said receiver, to find a place to insert said advertisement in the cached content before said cached content continues to be output for display, said shell to use a content identifier to find a place to insert said advertisement.~~

28 (Currently Amended). The system of claim 27 wherein said interface shell to utilize an info segment with an interruption point specifier to indicate a point to insert the advertisement in the content.

29 (Currently Amended). The system of claim 27 wherein said interface shell to utilize an info segment having a plurality of fields, one field comprising an interruption point specifier to indicate a point to insert the advertisement in the content, another field selected from the group consisting of a maximum interruption length specifier, a resume indicator, a permitted ad type specifier, a prohibited ad type specifier, and an ad lock.

30 (Currently Amended). The system of claim 29 wherein said interface shell to utilize an info segment having an ad entry, said ad entry having said plurality of fields.

31 (Previously Presented). The system of claim 27 wherein said cache stores an electronic programming guide having a program identifier and an associated info segment, said electronic programming guide to enable locating the info segment corresponding to a selected program.

32 (Previously Presented). The system of claim 27 wherein said system is a television receiver.

33 (New). The system of claim 27 wherein said system is connected to a presentation device through a wireless connection.

34 (New). The system of claim 27 wherein said location is where the sound volume goes to zero.